Advanced Storytelling

About this Training

What You'll Learn

During this training, you'll explore:

- Using passion and storytelling techniques to engage your audience
- Modifying stories to address a particular audience
- Distinguishing between customer stories and Apple team stories
- Adding details to a story to make it more compelling

You can use this guide for both self-guided study and facilitator-led experiences.

Resources

To complete some of the activities, you need access to:

- www.apple.com
- RetailMe

Time

2 hours

Trainer Note

Tap the icon on the top right corner of the screen to find training guidance. This guidance enables you to prepare for and lead this training for small groups. Additional time recommendations might be listed for leading the training in a group.

You'll see an arrow icon when you're in the facilitator notes section. Tap it to return to the original screen.

Stories with Passion

Your customers are much more likely to remember a story you tell than the a list of facts you provide. People remember stories better than they remember explanations, facts, or numbers. Whether you're speaking to a customer or another team member, the best way to engage someone is often a story.

Goal

Develop two stories to use with customers. Use passion and storytelling techniques to engage your audience.

Time

30m

Steps

1. Identify three to five stories from your experience that relate to your role in the store.
2. Consider them individually. Is each story authentic, relevant, and enriching? Did each help you to learn something? Can you tell each with passion and emotion?
3. Select one or two stories for which the answer to all three questions was "yes."
4. Make a few notes about the elements of the story that helped you refine the narrative. How does it start? What happens? How does it end? What lesson does it teach?
5. Practice telling the story. Even without an audience, this can be a powerful learning experience.
6. You'll come back to these stories later, so save your notes.

Audience

Goal

Identify the advantages of modifying a story to address a particular audience without changing the story's basic facts.

Time

10m

Discussion Questions

Find a peer with whom to discuss these questions:

- Why would you adapt a story for a particular audience?
- Why shouldn't you change the story's facts for a particular audience?
- Why do the inspirational elements of a story vary from audience to audience?
- What happens when the storyteller uses language that's unfamiliar to an audience?
- What happens when the storyteller uses more basic language than the audience would use?
- How is speaking to a customer different from speaking to your teammates?
- What are some of the best ways to engage Apple team members?

Audience

Goal

Adapt a story to match your audience.

Time

30m

Steps

1. Select a story that you've told before.
2. Find a partner. Together, generate a list of potential audiences with different levels of experience, including both customer audiences and team member audiences.
3. Reduce the list to three audiences, selecting the most diverse groups.
4. Practice with your partner. Tell your story three times, each time to a different audience.
5. When you're done, your partner provides feedback with these three prompts: "I like…", "I wish…", and "What if…."
6. Reverse roles of audience and storyteller, then repeat the steps above.

Show Don’t Tell

Show Don’t Tell is a storytelling technique that deeply connects the listener to the story through imagery, sensory detail, and feelings—rather than through the story’s summary.

You’re not merely describing what happened, you envelop your listeners with a time and place that they can feel for themselves. In other words, you *show* what happens through specific details rather than *tell* what happened through generalities.

Goal

Explore the elements of descriptive storytelling.

Time

10m

Steps

Read these customer stories, then answer the discussion questions:

“When I bought my MacBook, it received a lot of attention because no one had seen one before. I liked how light it felt.”

“I remember the first time I pulled my MacBook out of my bag at school. Three or four students were looking at me, and one asked me whether it was the new Mac. Using it in a coffee shop, I noticed how many people were looking at it. But what I liked best about my MacBook was that I could slip it into my backpack and forget it was there because it was so light.”

Discussion Questions

- How do these stories differ?
- Which story has greater emotional impact? Why?
- What effect do details have in storytelling?
- When are details unnecessary?

Show Don't Tell

Share Your Experience

Time

20m

Tell a story about the first time:

- You used iPhone
- You had success in a creative process after being frustrated by obstacles

Steps

1. Pick one of the two scenarios, then try to remember everything you can about the experience.
2. Tell what happened as concisely as possible.
3. Create a second version of the story that shows what happened through imagery, sensory detail, and feelings without telling your listener what to think.
4. Take a moment to share both versions of the story with a partner or team member, then use the discussion questions to reflect.

Show Don't Tell

Share Your Experience

Discussion Questions

- What was your reaction to the first version of the story?
- Did you feel more connected to the second version? Why or why not?
- Which version of the story will you remember tomorrow? In a year?
- Do you use imagery, sensory detail, and feelings when you talk with customers? How do they respond?
- Can you remember a story or experience that a mentor outside of Apple shared with you—and had a lasting effect on you? Why?

Explaining Through Stories

Complex ideas and processes can be challenging to understand. Using stories and analogies to explain them can help. Sharing personal setbacks and successes can help build your audience's confidence.

Goal

Use a story to explain a complex idea.

Time

30m

Steps

1. Using a story from "Stories with Passion" section, identify a concept that you struggled with. (This could be a technique, concept, or technical specification.)
2. Identify a concept you could explain with a story.
3. Combine the skills you've learned in the previous sections—including partnering, audience, and descriptive language—and put the explanation into your story.
4. Present your new story to a partner and compare it to the original version from "Stories with Passion."
5. If time permits, repeat this process with the other stories.

Explaining Through Stories

Discussion Questions

- How do stories help someone connect to an explanation?
- What was the most difficult part of revisiting the stories?
- Did you use an analogy in the story? If so, how did it work?
- When can you use stories in your role?

Trainer Note

Audience

Discussion Question Guidance

- Make it relatable.
- While you might include some details for some audiences and other details for others, changing facts from story to story could undermine your audience's trust.
- What customers find inspiring varies. What an experienced Mac user finds inspiring might differ from what someone who is new to Mac finds inspiring.
- Unfamiliar language reduces audience engagement.
- The audience might not relate to you as well.
- Apple team members share a common knowledge of, and enthusiasm for, Apple products.
- Just like any other audience, an audience of team members can be engaged by a compelling story. Team members are often interested in stories that expand their knowledge of Apple products.

Trainer Note

Audience

Activity Guidance

- Many participants will want to use the story they worked on in Stories with Passion.
- Possible audiences might include someone new to the subject matter of the story, a customer with deep technical knowledge but no experience in this subject, a customer with enthusiasm and knowledge about the subject of the story, or a new Apple team member.
- If the audiences are too similar, varying the stories will be difficult.
- Treat each version differently, varying tone, passion, and so on.
- Examples of how your audience might use the three prompts include:
  - *I like* how you provided details that matched the knowledge of your audience.
  - *I wish* you used more body language when telling the story.
  - *What if* you were more concise to emphasize key details?

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